

Meeting Notice

Notice is hereby given that the Scottsdale Tourism Development Commission will meet at 8:00 a.m., Tuesday, August 17, 2004 at the City of Scottsdale, Pinnacle Conference Room, 7575 East Main Street, Scottsdale, Arizona.

Agenda
Scottsdale Tourism Development Commission
City of Scottsdale
Pinnacle Conference Room
7575 East Main Street, Scottsdale, Arizona
8:00 a.m. Tuesday, August 17, 2004

- 1. Call to Order**
- 2. Roll Call**

Margaret Dunn, Member	Sally Shaffer, Member
Jerry Gleason, Member	Ned Sickle, Vice Chairman
John Holdsworth, Member	Gordon Zuckerman, Member
Tom Morrow, Chairman	
- 3. Approval of Minutes**

The Commission will be asked to review the draft minutes from the July 20, 2004 meeting. Commission action by motion is requested. (Attachment 1)
- 4. Mid-Year Lodging Report and Market Share**

Kathy O'Connor, Tourism Development Manager and Robert Hayward, Warnick & Co.
Information item. No action required. (Attachment 2)
- 5. Bed-Tax Collection & Financial Reports**

Craig Clifford, Chief Financial Officer and Kathy Carlisle O'Connor, Tourism Development Manager
No Commission action required. (Attachment 3)
- 6. Scottsdale Convention & Visitor's Bureau Update**

Rachel Sacco, President & CEO Scottsdale CVB
Information Item. No Commission action required.
- 7. Five-Year Hospitality Marketing Plan CVB Update**

Rachel Sacco, President and CEO Scottsdale CVB
Information item. (Attachment 4)
- 8. Tourism Development Commission Retreat Agenda Items**

Kathy O'Connor, Tourism Development Manager
Discussion item. (Attachment 5)
- 9. Tourism Industry Overview Memo to Council-Finalized Document**

Kathy O'Connor, Tourism Development Manager
Information item. (Attachment 6)
- 10. Action Sports Tour Event**

Kathy O'Connor, Tourism Development Manager and Brent DeRaad, CVB
Information item. (Attachment 8)

- 11. Administrator's Report**
Kathy O'Connor, Tourism Development Manager
Information item. (Attachment 7)
- 12. Upcoming Events and Commission Business**
The next regularly scheduled meeting will take place, Tuesday, September 21, 2004.
- 13. Public Comments**
- 14. Adjournment**